

Meeting Date: 10/28/08

AGENDA REPORT

City of Santa Clara, California

Agenda Item # 7A.5



Date: October 16, 2008

To: City Manager for Council Action

From: Senior Staff Aide

Subject: Request to approve and authorize the publication of the proposed *Mission City SCENES*/ December 2008

EXECUTIVE SUMMARY:

The December 2008 issue of Mission City SCENES is scheduled to include the following:

- ◆ Thank You Santa Clarans!
- ◆ Holiday Tree Collection
- ◆ Miss Santa Clara Pageant
- ◆ Alarm Registration Information

ADVANTAGES AND DISADVANTAGES OF ISSUE:

The *Mission City SCENES* provides timely and important information to citizens, including details about City events and programs, and updates of City activities. There are no recognized disadvantages.

ECONOMIC/FISCAL IMPACT:

Cost of printing the *Mission City SCENES* for one year is \$28,000 or roughly 4.5 cents for each insert printed. There is no additional postage cost for including the *SCENES* with utility bills. With the current one-page utility bills, there is sometimes sufficient postage to handle a second, additional insert without incurring increased postage costs.

RECOMMENDATION:

That the Council approve and authorize the publication of the proposed December 2008 *Mission City SCENES*.

Jashma Kadam
Senior Staff Aide

APPROVED:

Jennifer Sparacino
City Manager

Documents Related to this Report:

1) December 2008 *Mission City SCENES*

E:\Citymanagers\CMO Publications\Mission City SCENES\2008\December Council Report 2008

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COVER

Thank You Santa Clarans!

The effort by Santa Clara residents and businesses to pay their utility bills in a timely manner is making a difference in saving the City time and money. Thank you, customers, for your prompt payments! Prompt payments help to maintain lower utility rates and improve customer service, and the customer avoids a late charge. Santa Clara customers and the City both benefit.

INSIDE --

- ♦ Holiday Tree Collection
- ♦ Miss Santa Clara Pageant
- ♦ Alarm Registration Information

RECYCLE YOUR HOLIDAY TREE

The holiday season's final tradition is putting the tree out for curbside recycling. This year, trees will be picked up on your regular solid waste collection day during the week of January 5-9, 2009. Here's what to do:

- Remove all ornaments, tinsel, nails, and the stand. Flocked trees cannot be recycled, so they will be collected and disposed of as garbage.
- Place the stripped tree next to the garbage and Clean Green cart setouts at the curb on your regular collection day.
- Holiday trees from small businesses and residents who miss the curbside collection may be dropped off at the southwest corner of the intersection of San Tomas Expressway and Monroe Streets. The drop-off will be available during the week of January 5-9, 2009, between the hours of 8 a.m. and 4 p.m. only.
- Multi-family residents can set out their holiday trees on the nearest public street for pickup on the assigned single family home garbage/recycling collection days. Call 615-2063 to find out assigned garbage/recycling days in particular areas.
- Trees may also be recycled after January 11 by cutting up the tree and placing the pieces in the Clean Green cart. For more information on holiday tree recycling, call 615-2063.

2009 MISS SANTA CLARA AND MISS SANTA CLARA'S OUTSTANDING TEEN COMPETITIONS

January 10, 2009 – Mission City Center For Performing Arts

The Miss Santa Clara Competition, an official preliminary of the Miss America and Miss America's Outstanding Teen Programs, will showcase the talents and accomplishments of local college, high school and junior high school students in our community. This year, two competitions will be held on January 10 – the Miss Santa Clara Competition (for women ages 17-24) and the Miss Santa Clara's Outstanding Teen Competition (for girls ages 13-16). Contestants will compete in Interview, On-Stage Question, Physical Fitness, Talent and Evening Wear categories. Over \$15,000 in educational scholarships will be awarded - every contestant will receive a scholarship. There is no fee to enter this competition!

To purchase tickets in advance, contact Stephanie Schutt via email at stephanie_schutt@yahoo.com or by phone at 761-2808. For more information, go to the Miss Santa Clara website – www.missantaclara.org.

ALARM REGISTRATION INFORMATION

Alarm registration is required in the City of Santa Clara for commercial and residential alarm systems previously installed, new installations, or if you takeover control of an existing alarm that was previously controlled by another Alarm User. This includes systems that are monitored by an alarm company as well as those that are not.

The purpose of alarm registration with the Santa Clara Police Department is to ensure accurate, up-to-date information that facilitates Police responding to your alarmed location. This is separate from the information you may have already provided to your alarm monitoring company.

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For more information or to obtain an alarm user application contact Alarms Administrator/Community Services Officer Thomas at 615-4871 at the Santa Clara Police Department or visit us at scpd.org.